

# Automate this, not that.

COOs are strategically picky. So where are the best opportunities for business automation today?

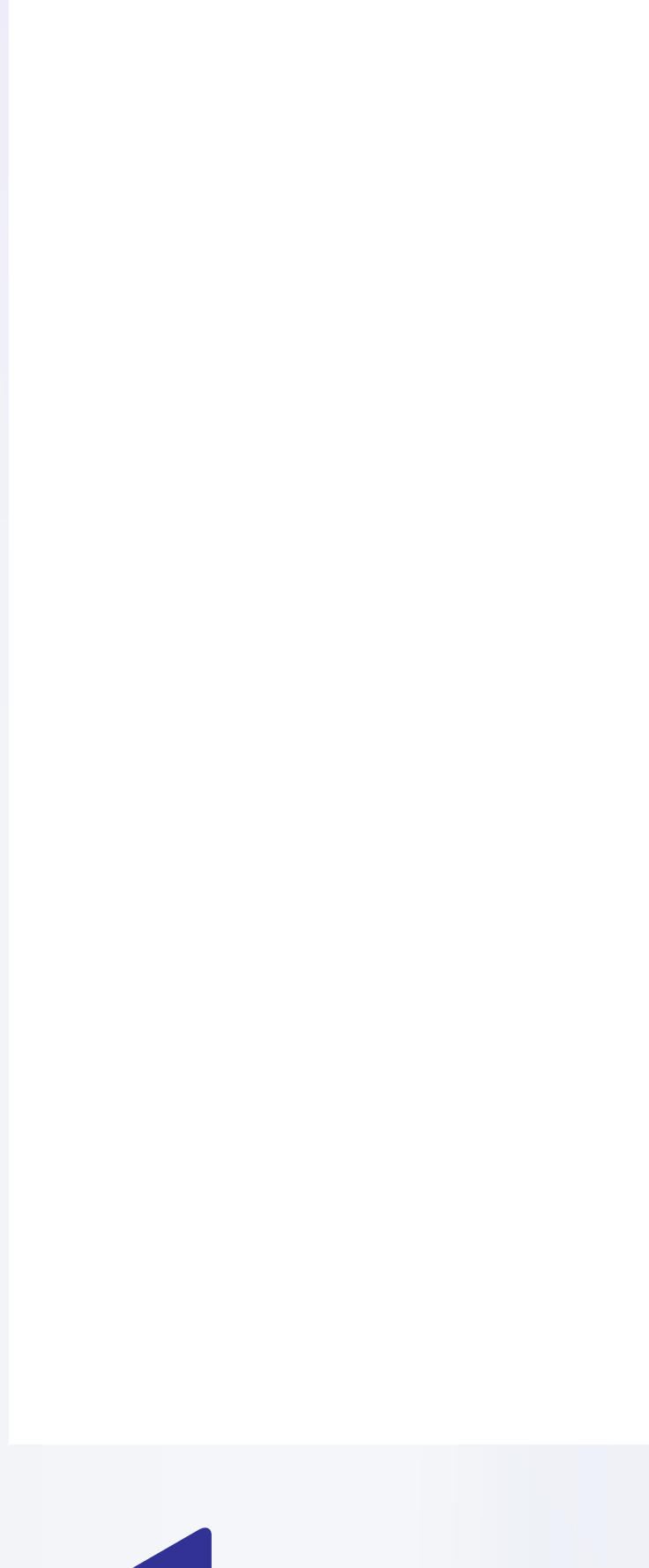
*"They are everywhere, wherever knowledge work gets done...The extent to which you can coordinate people, automate tasks, assist with decisions and predict outcomes is the extent to which you can scale your workforce and move your business ahead in its digital transformation journey."*

**Ed Lynch**  
Vice President, IBM Automation Software

While automation opportunities are everywhere, new operational challenges like fluctuating customer demand expose efficiency and business continuity gaps that need to be addressed quickly. Given the times, it pays to be picky. Here are some quick-win areas to help you get started.

## Automate this:

9 tactical ways to address operational gaps.



### Challenge: Volatile Demand

#### 1 Handle spikes in demand with straight-through processing

- Automate business processes like billing dispute resolution
- Extract data from unstructured invoices

#### 2 Enable scalable customer service with intelligent workflows

- Process requests for new payment terms
- Automate handling of exceptions like refunds or credits
- Streamline order substitution with automated workflow and decision processes

#### 3 Help employees focus on higher value work

- Reconcile invoices
- Enter sales orders
- Enter new customer information



### Challenge: Industry Disruption

#### 4 Support customer self-service with mobile capture

- Enable loan applicants to directly submit loan documents
- Allow insurance customers to upload damage data and documents
- Enable employees to upload verification data

#### 5 Quickly create new automation solutions with low-code applications

- Vet new vendors
- Match new clients to special offers
- Collect benefits documents from new employees

#### 6 Adapt business policies to ever-changing conditions with business process services

- Update and apply regulatory rules for retail sales via decisions services
- Create intelligent workflows to determine customer eligibility for new lending programs



### Challenge: Workforce Productivity

#### 7 Enable remote collaboration with cloud-based business operations automation

- Redesign loan apps
- Redesign retail delivery apps
- Redesign payment apps

#### 8 Ensure secure, compliant remote content access with content services

- Redact sensitive information when employees work from home
- Enable employees to work offline and sync later
- Allow workers to stream video within their automation application

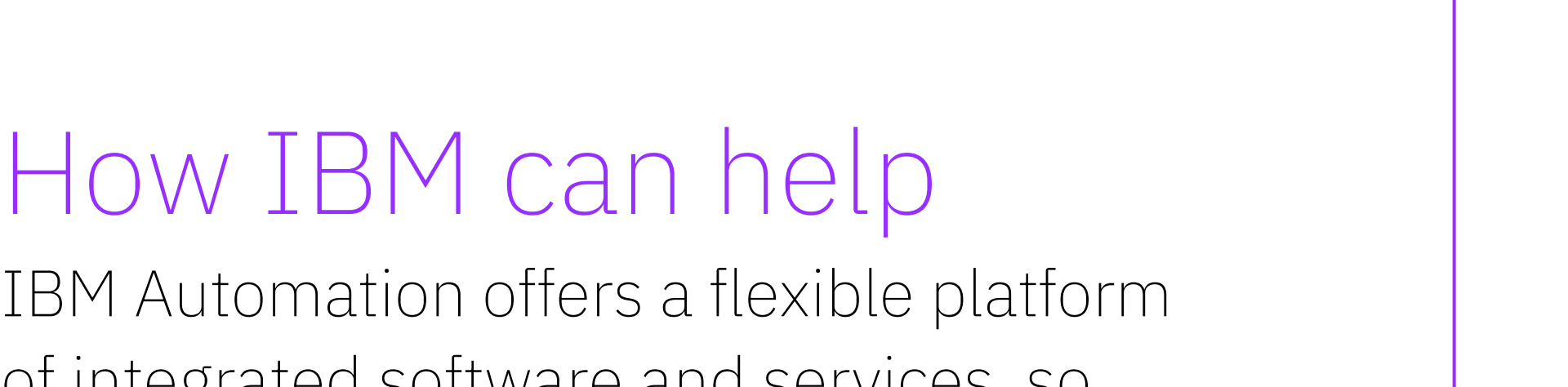
#### 9 Automate internal processes with intelligent workflow applications and services

- Establish remote workers
- Request leaves of absence
- Improve employee purchase requests

## Oh, and don't automate that.

We all know automation can't replace human creativity, empathy, interpersonal relationships, storytelling, and innovation.

In fact, automation transforms how people work together, helping you **save time, increase accuracy, and get important insights even faster.** So you can make the most of what you should never automate—those irreplaceably human skills that make your workforce engaged and efficient.



## How IBM can help

IBM Automation offers a flexible platform of integrated software and services, so clients can start and scale the right automation projects quickly—no matter where they are on the roadmap.

### Clients have achieved:

**Increased cost savings.**  
IBM automation services helped an automotive client grow from a small pilot to more than 50 bots, delivering \$3 million in savings in less than a year.<sup>1</sup>

**\$3mil**  
in savings

**Heightened return on investment.**  
IBM automation software produced an ROI of 675% for a customer in the banking industry over a three-year benefit period.<sup>2</sup>

ROI of **675%**

**Improved customer experiences.**  
70% decrease in service desk tickets with cognitive technology and robotic automation.<sup>3</sup>

**70%**  
decrease in tickets

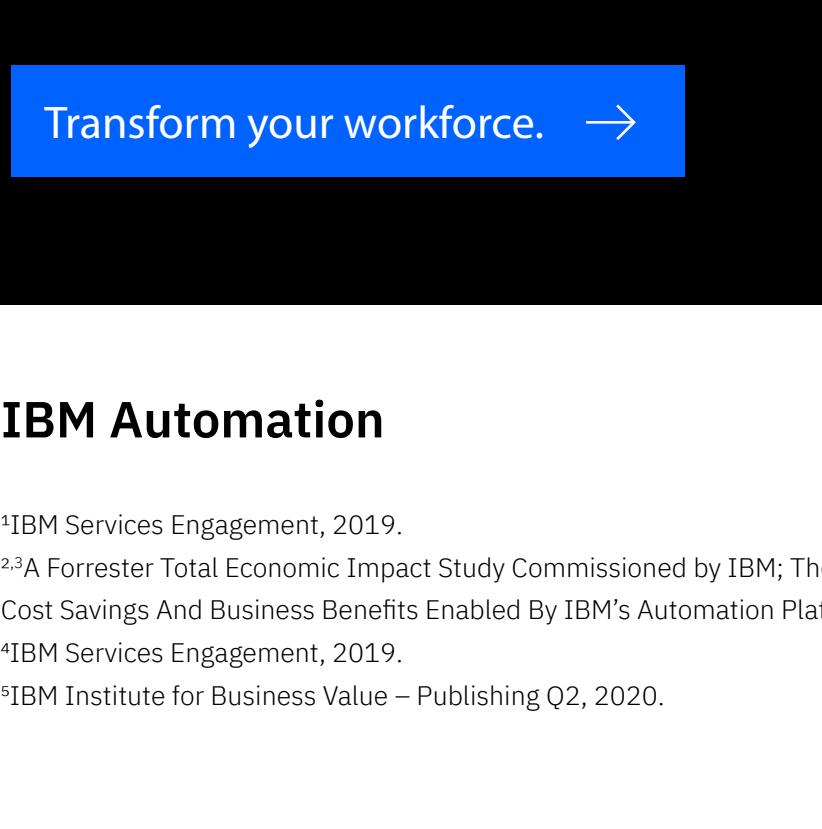
**Accelerated design processes.**  
An engineering and professional services firm used automation workflow software to accelerate design processes by 99%.<sup>4</sup>

**99%**  
accelerated design processes

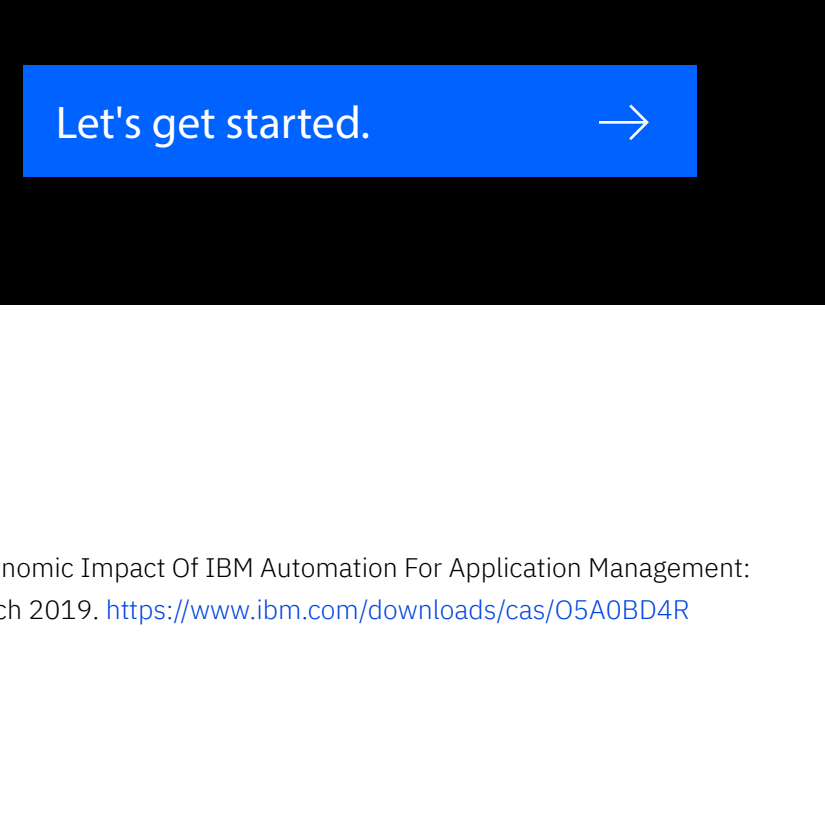
The number of companies using automation will grow by **7x within 3 years**, according to nearly 1500 COOs.<sup>5</sup>



## What now?



Need more information? Explore how to build resiliency with automation and AI.



Try a half day virtual workshop. We'll work together to identify high-impact, quick-win ways automation can address some of your most critical business needs.

Transform your workforce. →

Let's get started. →

<sup>1</sup>IBM Services Engagement, 2019.  
<sup>2</sup>A Forrester Total Economic Impact Study Commissioned by IBM; The Total Economic Impact Of IBM Automation For Application Management: Cost Savings And Business Benefits Enabled By IBM's Automation Platform, March 2019. <https://www.ibm.com/downloads/cas/05A0BD4R>  
<sup>3</sup>IBM Services Engagement, 2019.  
<sup>4</sup>IBM Institute for Business Value – Publishing Q2, 2020.